



Expert sales & distribution strategists
of wine & spirit brands.

palmateerconsulting.com

Proudly offering a comprehensive range of services to wine and spirit brands seeking to develop their business in the United States.



Strategic Planning

We commit to sustainable growth, securing a lasting brand presence and loyalty. Our collaboration with clients focuses on crafting visionary and attainable sales and marketing strategies.



Business Development & Marketing

Our services encompass a comprehensive approach to business development and marketing tailored for the U.S.



Price & Promotion Strategy Development

We formulate effective price and promotion strategies that optimize return on investment (ROI), enhance competitiveness in the U.S. market, and captivate key decision-makers.



Organizational Evaluation & Enhancement

We collaborate closely with our clients to empower their teams, ensuring they can exert the maximum impact on the market while staying within budget constraints.



Talent Acquisition

Leveraging our extensive network of industry professionals, we bring a wealth of experience in recruiting key positions across all managerial levels.



Compliance & Operational Support

As a licensed California importer and distributor, we streamline the process for our clients to introduce their products to the U.S. market.



Gordon Palmateer established Palmateer Consulting LLC in 2009 with the aim of assisting wineries and spirit brands in navigating the intricate U.S. 3-tier distribution market. The company's mission is to address the challenges that numerous wine & spirit brands encounter when introducing or expanding their current footprint across the United States.

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